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Bridgestone Announces Price Increase up to 15% on Select Tires



By **Christian Hinton**

Published: September 8, 2022

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Bridgestone has announced a price increase for consumer and commercial tires sold in the U.S and Canada that will take effect Oct. 1. Bridgestone says these adjustments are a necessary step as the company continues to navigate current market dynamics.

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Bridgestone, Firestone and Fuzion passenger and light truck tires will see a price increase of up to 9% in the U.S. and Canada. Bridgestone says it and Firestone's truck and bus radial (TBR) tires will see a price increase of up to 9% in the U.S. and up to 15% in Canada. Off-the-road (OTR) tires will see a price increase of up to 11% in the U.S. and Canada. Price adjustments will be made at the pattern and article levels.

Bridgestone says members of its consumer and commercial tire sales teams are contacting customers directly to provide more detailed information about the changes.

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Roger's Tire Service does things a bit differently. Your first hint: the business performs daily operations out of a barn.



By **Christian Hinton**

Published: March 8, 2024



For an average consumer, a tire shop or dealership is probably a facility with multiple technicians, lifts and tire service equipment; they may even think of a specific shop with multiple service bays and locations.

While these things may sound like characteristics of a “normal” tire shop or dealership, Roger's Tire Service, does things a bit differently. That all starts with the owner, Roger Pitchford. Your first hint could be the fact that Roger, a tire industry veteran with over 35 years of experience, opened a shop in under three weeks in 2021.

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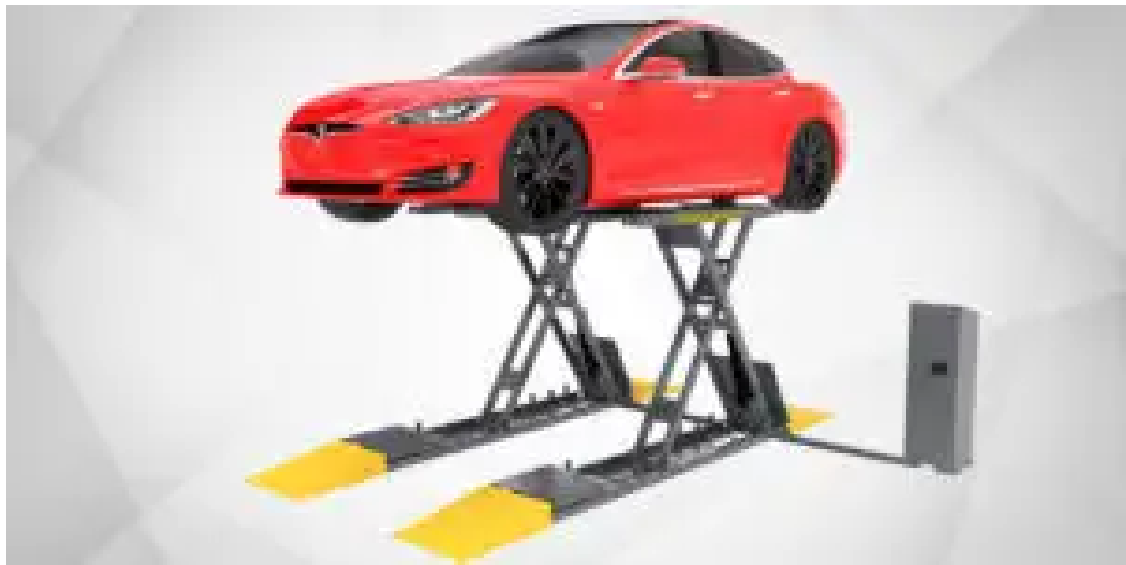


Toyo Tire reports \$3.6B in 2023 net sales

Toyo increased net sales by 11.2%, operating income by 74.6% and ordinary income by 68.6% over 2022.

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Yokohama joins non-profit promoting standardization, access to tire data

As a GDSO member, Yokohama Rubber said it will comply with industry standards promoting individual tire identification management.

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BendPak enters distribution partnership with Expert Automotive Equipment

Expert Automotive Equipment will distribute a range of BendPak products, including car lifts, tire changers and wheel balancers.

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